

2045789310

* New product tested among market group only with a market share of 15.7. Also assumes that the new product performs the same among market of 1000 smokers.

HOL 1000	13	low vol. 1000/1000 27.6	36
B&H Ultra Lights	54	low vol. 1000/1000 27.6	149
Total market add / (lost) (Blue)	11	Total market add / (lost) (Blue) 28.3 * (market group 15.7)	31 (17)
Low add / new product (Blue)	32	Total market add / (lost) (Blue) 28.3 * (market group 15.7)	91 (50)
Adjusted	Reported Purchase Share	Market Share (13 mos average)	Relative index for Market Share